europass

Carolina de Funes

| **Nationality:** Spanish | **Gender:** Female |

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About me:
Over 15 years experience in sales, marketing and public relations, working in private and public organizations- Highly experiences in launching and developing international projects motivating partnership and building corporate and institutional relations.

WORK EXPERIENCE

11/09/2022 – CURRENT Zaragoza, Spain
MANAGER ASOCIACIÓN PARA LA PROMOCIÓN DEL VINO DE GARNACHA GARNACHA ORIGEN

Mangement and coordination of the European Commision program "European quality garnacha/grenache wines"
Reporting to the Steering Committee and presenting annual figures.
Stakeholder management (European Commission and French Partners and Associates, among others) and coordination/supervision of international collaborators in North America, France, Spain and Asia.
- Project Manager and International Ambassador of EU funded AGRIP MULTI Programs

06/2017 – 09/2022 Zaragoza, Spain
AREA MANAGER REGUS MANAGEMENT ESPAÑA S.L. (IWG GROUP) -

Cluster operations and administration manager.
Define and implement the sales strategy for my area, generating leads and proactive national and international sales. Organize promotional and networking events
Achieved Goals: Launching Regus in a new market quickly reaching 100% occupancy, within the expected revenue. One of the highest client retention centres in Spain.

2014 – 2017 Madrid, Spain
GENERAL MANAGER AMBAR CONNECT S.L.

AMBAR CONNECT S.L. – Madrid (Jan 2014 – December 2016).
International relations company building commercial and institutional relations with Arab Countries.
Launching the company, budgeting, designing the business plan, setting off the strategy and goals, building the team, setting protocols, network and partnership.
Increasing and monitoring the management's effectiveness.
Building strategic global alliances with first level Arab and Spanish institutions and companies
Markets Research, identify potential cooperation and business projects
Achieved Goals: EXPOHALAL SPAIN 2015-I Halal Exhibition in Europe, at IFEMA (Madrid), www.expohalal.com

01/02/2009 – 31/01/2011 Zaragoza, Spain
MARKETING AND COMMUNICATION DIRECTOR PALAFOX HOTELES

Setting up the Marketing Department, design and implementing the marketing plan
Operations and customer services supervision
Communication and Events organization

2006 – 2008 Zaragoza, Spain
EXHIBITIONS AND PROTOCOL MANAGER EXPOAGUA ZARAGOZA 2008 (EXPO 2008)

Developing and implementing the international promotion plan
Budgeting, writing and leading technical tenders and contracts
Management of EXPO 2008 participation in major international Exhibitions and events
Coordination of participant's National Day ceremony

01/2012 – 05/2012 Zaragoza, Spain
PROJECT MANAGER ESCIENCIA EVENTOS CIENTÍFICOS

Identifying, designing, developing and executing national and international projects.
Events organization, Communication campaigns, Institutional Relations and Business development.
Writing and presentation technical offers for public grants. (FECYT)

10/2010 – 03/2011 Zaragoza, Spain
EXECUTIVE ACCOUNT REY ASOCIADOS COMUNICACIÓN

Communication agency, partner of VOCENTO media group.
Designing strategies to increase sales, develop commercial offers, sponsorship and MOU programs.
Market research, handling budgets, managing the advertising campaign costs, reporting and invoicing clients

01/2010 – 06/2010 Madrid/Shanghai, Spain
PROJECT MANAGER WAHA EXPO

Identifying, designing, developing and executing national and international projects.
Coordination of Libya's participation at WORLD EXPO SHANGHAI 2010 (China)
Events organization, Communication campaigns, Institutional Relations and Business development.

1999 – 2006 Jaca, Spain
MARKETING AND COMMUNICATION DIRECTOR GESTORA SAN JUAN DE LA PEÑA

Setting up the Marketing Department, design and implementing the marketing plan
Operations and customer services supervision
Communication and Events organization

EDUCATION AND TRAINING

1994 – 1997 Spain
UNIVERSITY DEGREE IN TOURISM MANAGEMENT Universidad de Zaragoza

Address Spain

DIGITAL SKILLS

Microsoft Office Office 365 | Social media/social Networks

LANGUAGE SKILLS

Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
FRENCH	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user